

Robert Hayden**California Fuel Cell Partnership**

As a consultant to the California Fuel Cell Partnership since 2000, Robert Hayden has coordinated public outreach and education programs designed to help prepare Californians for the advent of clean, hydrogen powered cars. He currently is Acting Communications Manager for the government-industry collaborative program.

Mr. Hayden has three decades of experience in public relations, governmental affairs and organizational management in Washington, DC and California. The primary focus of his work has been on the introduction of renewable and other advanced energy technologies. During much of the 1990's he served as executive director of the Electric Vehicle Association of the Americas (now the Electric Drive Train Association), the national organization of major auto companies, electric utilities, government agencies and others developing electric cars and buses. In the 1980's, he was the executive director of the Renewable Energy Institute, a national industry association in Washington, DC, that served as an umbrella organization for trade groups representing individual, emerging renewable energy industries. He was the executive secretary of the U.S. delegation to the United Nations Conference on New and Renewable Sources of Energy.

His experience also includes appointment as Deputy Assistant Director of the U.S. International Development Cooperation Agency, where he was in charge of congressional relations at the federal agency responsible for foreign economic development, and serving as Washington representative for the United Steelworkers of America. He was a founding board member of the first National Clean Air Coalition, forging ties between environmental organizations and labor unions, and of the Urban Environment Conference, a groundbreaking national organization in the field of environmental justice.

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